

## Claims

- [c1] 1. A mobile phone having a software application for participating in a promotional offer, said mobile phone comprising:
- a processor;
- a processor readable storage medium;
- code recorded in the processor readable storage medium to input a promotional offer code into the mobile phone;
- code recorded in the processor readable storage medium to access promotional offer code data that has been pre-provisioned in the mobile phone;
- code recorded in the processor readable storage medium to associate an input promotional offer code with corresponding promotional offer code data;
- code recorded in the processor readable storage medium to construct a promotional offer entry based on promotional offer code data that corresponds to a promotional offer code; and
- code recorded in the processor readable storage medium to transmit the promotional offer entry to a promotional sponsor.
- [c2] 2. The mobile phone of claim 1 wherein the pre-

provisioned promotional offer code data that resides in the mobile phone was sent to the mobile phone via an over-the-air (OTA) process.

- [c3] 3. The mobile phone of claim 1 wherein the pre-provisioned promotional offer code data that resides in the mobile phone was embedded into the mobile phone by the manufacturer.
- [c4] 4. The mobile phone of claim 1 wherein the promotional offer code data defines the format and content of a promotional offer entry.
- [c5] 5. The mobile phone of claim 4 wherein the code recorded in the processor readable storage medium to construct a specific promotional offer entry comprises:  
code recorded in the processor readable storage medium to create a message addressed to the promotional sponsor in the format described by the promotional offer code data; and  
code recorded in the processor readable storage medium to include the content described by the promotional offer code data in the message.
- [c6] 6. The mobile phone of claim 5 wherein the code recorded in the processor readable storage medium to construct a specific promotional offer entry further com-

prises:  
code recorded in the processor readable storage medium  
to encrypt the message.

- [c7] 7. The mobile phone of claim 5 wherein the format of the promotional offer entry described by the promotional offer code data is an SMS message.
- [c8] 8. The mobile phone of claim 5 wherein the format of the promotional offer entry described by the promotional offer code data is an MMS message.
- [c9] 9. The mobile phone of claim 5 wherein the format of the promotional offer entry described by the promotional offer code data is an e-mail message.
- [c10] 10. A method by which a mobile phone can participate in a promotional offer, said method comprising:  
inputting a promotional offer code into the mobile phone;  
accessing promotional offer code data that has been pre-provisioned in the mobile phone;  
associating an input promotional offer code with corresponding promotional offer code data;  
constructing a promotional offer entry based on promotional offer code data that corresponds to a promotional offer code; and

transmitting the promotional offer entry to a promotional sponsor.

- [c11] 11. The method of claim 10 wherein the pre-provisioned promotional offer code data that resides in the mobile phone was sent to the mobile phone via an over-the-air (OTA) process.
- [c12] 12. The method of claim 10 wherein the pre-provisioned promotional offer code data that resides in the mobile phone was embedded into the mobile phone by the manufacturer.
- [c13] 13. The method of claim 10 wherein the promotional offer code data defines the format and content of a promotional offer entry.
- [c14] 14. The method of claim 13 wherein constructing a specific promotional offer entry comprises:
  - creating a message addressed to the promotional sponsor in the format described by the promotional offer code data; and
  - including the content described by the promotional offer code data in the message.
- [c15] 15. The mobile phone of claim 14 wherein constructing a specific promotional offer entry further comprises encrypting the message.

- [c16] 16. The method of claim 14 wherein the format of the promotional offer entry described by the promotional offer code data is an SMS message.
- [c17] 17. The method of claim 14 wherein the format of the promotional offer entry described by the promotional offer code data is an MMS message.
- [c18] 18. The method of claim 14 wherein the format of the promotional offer entry described by the promotional offer code data is an e-mail message.
- [c19] 19. A mobile phone for participating in a promotional offer, said mobile phone comprising:
  - means for inputting a promotional offer code into the mobile phone;
  - means for accessing promotional offer code data that has been pre-provisioned in the mobile phone;
  - means for associating an input promotional offer code with corresponding promotional offer code data;
  - means for constructing a promotional offer entry based on promotional offer code data that corresponds to a promotional offer code; and
  - means for transmitting the promotional offer entry to a promotional sponsor.
- [c20] 20. The mobile phone of claim 19 wherein the pre-

provisioned promotional offer code data that resides in the mobile phone was sent to the mobile phone via an over-the-air (OTA) process.

- [c21] 21. The mobile phone of claim 19 wherein the pre-provisioned promotional offer code data that resides in the mobile phone was embedded into the mobile phone by the manufacturer.
- [c22] 22. The mobile phone of claim 19 wherein the promotional offer code data defines the format and content of a promotional offer entry.
- [c23] 23. The mobile phone of claim 22 wherein constructing a specific promotional offer entry comprises:
  - means for creating a message addressed to the promotional sponsor in the format described by the promotional offer code data; and
  - means for including the content described by the promotional offer code data in the message.
- [c24] 24. The mobile phone of claim 23 wherein constructing a specific promotional offer entry further comprises encrypting the message.
- [c25] 25. The mobile phone of claim 23 wherein the format of the promotional offer entry described by the promotional offer code data is an SMS message.

- [c26] 26. The mobile phone of claim 23 wherein the format of the promotional offer entry described by the promotional offer code data is an MMS message.
- [c27] 27. The mobile phone of claim 23 wherein the format of the promotional offer entry described by the promotional offer code data is an e-mail message.